



Wednesday
December 4, 2013
4:30 - 5:30 PM

JPL Library

west end of
Building 111
Room 104

Everyone is
Welcome

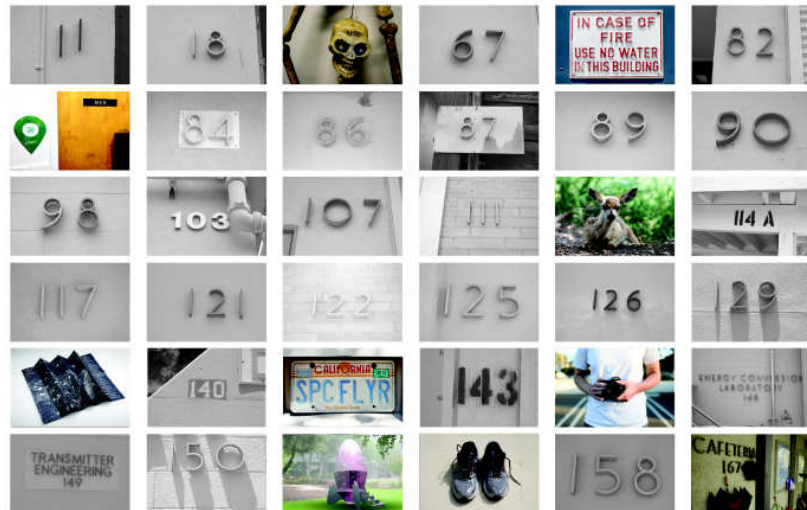
Questions?
call 354-4200

BEACON information
COMMONS

JPL Stories

Robotic Deer, Purple Rocket Ships, and Vanity License Plates: A Conversation about Culture at JPL

Presented by Luke Johnson, JPL Media Designer



In the summer of 2011, Luke Johnson set out to walk to every building on Lab in numerical order - a task that took 22 hours at a walking distance of 52.2 miles over 4 days. This curiosity-led experiment resulted in the creation of a map and smartphone app dubbed the Mysteries and Curiosities project.

Luke will tell the background story behind this project, focusing on the creativity, chutzpah, and entrepreneurial spirit required of design practices today (if not of all disciplines). He will also share his thoughts, from the lens of an artist/designer, on what it is like to communicate and understand a organization's culture that is primarily focused on science.

Finally, Luke will share the latest installment of the Mysteries Project through three new projects that look at the Lab's culture through three very different perspectives- that of children, summer interns, and the employees themselves.